

PHILIP MORRIS PRINTED SAMPLES

Defensive #2 1997

Audience/Segmentation:

Target audience includes females age 35+ who fall into the following categories: active responders, new/recently switched, re-activation customers, non-Philip Morris competitive responders, and Philip Morris competitive responders.

Offer/Marketing Objective:

Increase response by offering three coupon: \$1.00 off 4 packs or carton, \$1.00 off a carton (active responder test cell), or \$2.00 off 2 packs or carton. Enhance customer responsiveness by offering premium item for pack proofs of purchase - lighter and ashtray set with additional coaster set offer.

Package Components:

Defensive #2 contains an outside envelope, brochure continuing the four characters stories, coupon, pass along to a friend survey, premium description and orderform .

Mail Date:

May 2, 1997

Vendor/Cost per Piece:

KMI
\$1.65 per piece

Expected Results:

Test a portion of the active responder audience segment to determine if a coupon of lesser value will have as high an impact as the standard coupon offer (\$1.00 off 4 packs or carton).

Actual Results:

DraftDirect Worldwide

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